



USAID
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AFGHANISTAN

CASE STUDY

Business Breakthrough For Women

Training in the basics of customer service, marketing and book-keeping helps Afghan women to overcome traditional barriers



[USAID/RAMP UP East]

An Afghan women Businesswomen selling garments

CHALLENGE Afghan women have limited opportunities to work outside the family home. Those who take the initiative and start a business, find themselves disadvantaged because they lack knowhow and the networking opportunities available to male counterparts.

INITIATIVE USAID'S Regional Afghan Municipalities Program for Urban Populations (RAMP UP East) has provided small grants to women entrepreneurs to teach them the basics of customer service, marketing and book-keeping. Municipal authorities across the country provided venues for the training sessions and supported trade exhibitions that showcased the products and services offered by the entrepreneurs. The exhibitions also served as a forum for discussion with mayors about ways for local government to support women-owned businesses.

RESULTS Business training was provided to 440 women and 84% of them reported a dramatic rise in monthly income and improved status within the home as a consequence. Some women said their monthly earnings went from \$10 to \$200. An entrepreneur in Logar province said she was now able to afford to hire a tutor to help her children with their studies. RAMP UP East has enabled these women to overcome traditional barriers to competing in the world of business.